

ABSTRAK
ANALISIS FAKTOR – FAKTOR YANG MEMPENGARUHI MINAT
MASYARAKAT DALAM MEMILIH PRODUK TAKAFULINK PADA
TAKAFUL KELUARGA

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Di Indonesia lembaga syariah sekarang berkembang dengan sangat pesat baik itu asuransi ataupun perbankan dan usaha lainnya yang berdasarkan prinsip-prinsip syariah. Faktor-faktor yang mempengaruhi minat masyarakat dalam berasuransi syariah sangat penting diperhatikan demi kelangsungan dan tetap eksisnya lembaga tersebut. Penelitian ini, bertujuan untuk mengetahui pengaruh Promosi, Religiusitas dan Persepsi Masyarakat terhadap Minat Masyarakat Memilih Produk TakafulLink pada Takaful Keluarga. Sampel yang diambil sebanyak 66 responden yang merupakan pengguna produk TakafulLink pada Takaful Keluarga Cabang Gedong Kuning. Metode penelitian yang digunakan dalam penelitian ini adalah *random sampling* dan dianalisis menggunakan regresi linier berganda SPSS 21. Hasil uji simultan dalam penelitian ini sebesar 53,107 hal ini menunjukkan variabel Promosi Religiusitas dan Persepsi Masyarakat secara Bersama-sama berpengaruh terhadap Minat Masyarakat memilih produk Takafulink pada Takaful Keluarga, Hasil penelitian adalah variabel Promosi berpengaruh positif terhadap Minat Masyarakat karena memiliki nilai signifikan sebesar 0.001, variabel Religiusitas berpengaruh positif terhadap Minat Masyarakat karena memiliki nilai signifikan sebesar 0.002, dan variabel Persepsi Masyarakat berpengaruh positif terhadap Minat Masyarakat karena memiliki nilai signifikan sebesar 0.011. Hasil uji F menunjukkan bahwa semua variabel yang diujikan berpengaruh terhadap Minat Masyarakat.

Kata kunci: Promosi; Religiusitas; Persepsi Masyarakat; Minat Masyarakat

ABSTRACT

Analysis On The Factors Influencing The Community

Interest In Selecting The Takafulink Products In Takaful Keluarga

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The sharia institutions in Indonesia has been rapidly increasing both in assurance, banks and other business based on the sharia principles. A number of factors influencing the community interest in joining the sharia assurance need to be concerned for the sustainability and the existence of the institution. The aim of this research is to observe the effects of promotion, religiosity and the community perception towards the community interest in selecting the TakafulLink products in Takaful Keluarga.

66 respondents as the users of TakafulLink products in the branch of Takaful Keluarga Gedong Kuning were involved as the sample. The random sampling was used in this research and it was analyzed using the Doubled Linear Regression SPSS 21. The result of the simultaneous test in this research was found at 53,107 indicating that the variables of promotion, religiosity and people perception altogether had an effect on the community interest in selecting the Takafulink products in Takaful Keluarga, The results of the research showed that the variable of promotion has a positive effect on the community interest as it had the significant value of 0.001. Meanwhile, the variable of religiosity had the positive impact on the community interest for having the significant values of 0.002, and the variable of community perception had the positive impact on the community interest as it had the significant value of 0.011. The results of F-test showed that all variables studied had an impact on the community interest.

Keywords: Promotion, Religiosity, People Perception, community interest

January 14, 2020

TRANSLATOR STATEMENT

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